FUNLIVE
方隅

一个属于自己的角落
无需妥协
A corner to
call your own

FUNLIVE方隅

FUNLIVE

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About FUNLIVE
认识方隅

Shareholder Background
股东背景

FUNLIVE方隅

· 是中骏集团旗下长租公寓品牌
· “FUN+幸福生活”生态圈核心业务板块
· The multi-family residential platform sponsored by China SCE
· “FUN+ Happy Life Ecosystem” Core Business Segment

中骏

中 骏 集 团　China SCE Group

中骏集团创办于 1987 年，总部设于上海，是一家专注于房地产开发及相关产业的综合性城市运营服务商。业务体系涵盖商业地产、文化旅游地产、产业地产、住宅地产以及购物中心、长租公寓、联合办公、物业管理、健康管理、教育等业务板块。2020 年突破千亿销售规模。集团于 2010 年 2 月，在香港联交所主板成功上市（股票代码 01966.HK）。

Established in 1987 and headquartered in Shanghai, China SCE Group Holdings Limited (the “Company”) is an integrated urban services provider focusing on real estate development and related industries. The Company and its subsidiaries (the “Group”) are engaged in a wide range of business, including real estate development, shopping mall, rental apartment service, co-working space, property management, health management, education. The scale of sales exceeded RMB100 billion for 2020. In February 2010, the Company was successfully listed on the Main Board of the Hong Kong Stock Exchange (Stock code: 01966.HK).

Brand
Key Values
方隅的使命与愿景

核心价值主张

专筑您的感动

Key Value Proposition

We build to inspire

使命

创建智慧生活，让幸福触手可及

Corporate Mission

Creating smart living to help seize happiness

愿景

打造最受信赖的全球资产管理平台

成为生活方式的引领者

Corporate Vision

Create the most entrusted global asset management platform

Leading the creation of a new lifestyle

Brand Introduction 品牌介绍

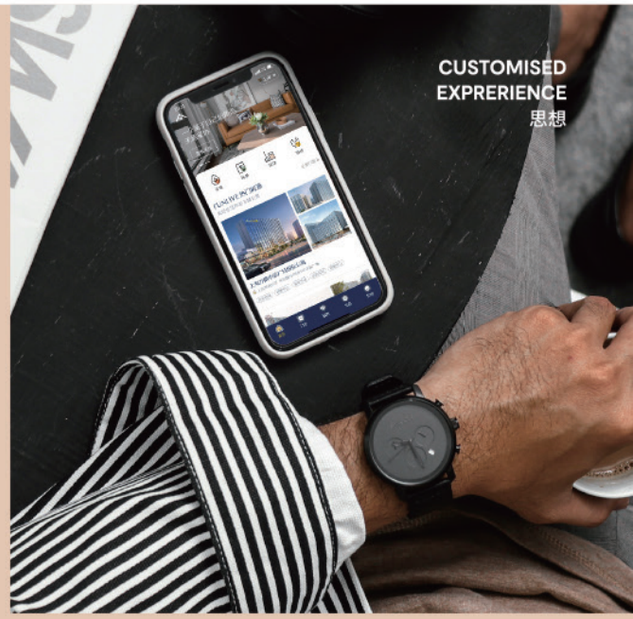
FUNLIVE 方隅以卓越的设计，温暖的服务重新定义“居住”；
为健康自觉、重视社交、精明聪慧、对品质极具洞察力的新一代租客，
提供一个触手可及的高端居住环境。

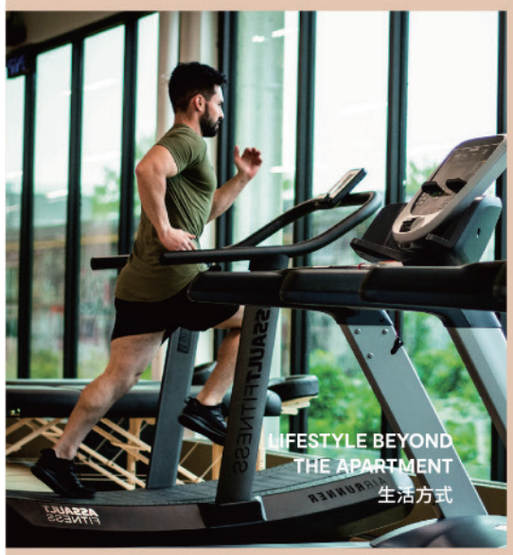
在方隅，我们致力于创造一切条件，以满足租客对美好生活的向往；
我们用开放包容的态度，拥抱租客的每一种需求；
我们服务于志趣相投的社群，并且为他们创造生机勃勃的社区体验；
我们想提供给租客的，不仅是居住之地，还是繁荣之所，一个真正属于
自己的角落，无需妥协。

FUNLIVE has redefined “living” and has created a premium living within reach for the next generation of renters who is socially-minded、savvy、ambitious and discerning quality with its excellent design and warm services.

At FUNLIVE, we believe that everyone should be able to live well and we match this by leading the way for new lifestyles; furthermore, we’re considerate and open-minded of every individual resident’s needs which shapes our thinking for tomorrow; we develop vibrant community for those like-minded people; thus, FUNLIVE is the place where you can not just live, but thrive.

FUNLIVE is a corner to call your own.





WARM
温暖的

Considerate
有主张的

Refined
精致的

Upbeat
活跃的

Brand Personality
品牌个性

令人愉悦的充实感
Delightfully Enriching

超脱于城市的噪音，
我们温暖而见多识广的性格之中，
蕴含了积极向上的能量和乐观主义精神。
感觉一切都可和谐相处，乐在其中。
生活，本该如此。

Rising above the noise of the city,
We pair our warm and sophisticated character with our upbeat energy and optimism.
It's that feeling of everything in harmony,
punctuated with moments of delight.
Life, just as it should be.

FUNLIVE Strategy 发展战略

目前方隅主要从事公寓运营管理和开发业务，重点关注北上广深 4 个一线城市和杭州、南京等强二线城市，同时积极探索集团资源优势明显的泉州、济南、南昌等城市。

FUNLIVE currently specializes in rental apartment operation management and development. Most of our business is concentrated in the four first-tier cities - Beijing, Shanghai, Guangzhou and Shenzhen, and in key second-tier cities such as Hangzhou and Nanjing. We are also actively exploring cities with promising futures in development such as Quanzhou, Jinan and Nanchang, etc, where SCE Group has distinct advantages.

轻、中、重资产结合，核心一、二线城市布局

2025 年布局 20 万间长租公寓
方隅资本资产管理规模 600 亿元
方隅公寓管理租金规模 100 亿元

Comprehensive strategy ranging from asset-light management to asset heavy investment.
Focused in first and second-tier cities.

In 2025, FUNLIVE plans to manage no less than 200,000 rental apartments.
Asset under management more than 60 billion yuan.
Gross rental value of more than 10 billion yuan.

Partnership
合作伙伴

基汇资本
GAW CAPITAL

2018 年与基汇资本设立 8 亿美元投资平台，截至 2019 年底，平台已完成上海 2 个项目、涉及总股本 2.3 亿美元的投资。

FUNLIVE established a US$800 million investment platform with GAW Capital. By the end of 2019, the platform had invested two projects in Shanghai with a total equity investment of US$230 million.

PROPRIUM
CAPITAL PARTNERS

2020 年 3 月与著名的中东主权基金、Proprium Captital Partners 设立 5 亿美元投资平台，首期规模 2.3 亿美元。

In March 2020, FUNLIVE founded a US$500 million investment venture with Proprium Capital Partners and a famous Middle Eastern sovereign wealth fund, with an initial investment of US$230 million.

Business Model 商业模式

Fund management + Chain operation
基金管理+数字化连锁运营

委托管理
Management Contract

委托方委托方隅管理物业，业主与方隅是委托与受托的关系，管理人的收益与经营的好坏直接挂钩。

The client entrusts FUNLIVE for the management of the property, and the owner and FUNLIVE are in a direct relationship of entruster and en-trustee. The income of the manager links directly to the operation.

基金管理
Fund Management

方隅与战略合作方成立公寓资产管理平台，整合项目资源，通过方隅的运营管理提升项目价值。

FUNLIVE cooperates with a capital partners to establish an apartment asset management platform for the purpose of integrating project resources to enhance the project value through FUNLIVE's operation management.

租赁直营
Master Lease

出租方将物业一定期限的使用权转移给方隅，方隅支付租金，租赁期内由方隅改造物业并对外运营。

The lessor transfers the right to use the property for a certain period of time to FUNLIVE who shall pay the rent, and shall be responsible for reconstructing the property and operating it.

我们为企业客户创造多元化的住宿福利

· 企业尊享优惠
· 提供专属顾问

Custom-made accommodation solutions for our corporate customers:

· Exclusive discounts for corporate clients
· Designated consultants

品牌直租
No third-party

专属优惠
Exclusive discounts

专人对接
Designated consultants

支付便捷
Various payment methods

我们抱着开放的态度
携手各类合作伙伴

With an open mind, we embrace cooperation with various partners.

为各业主方提供存量不动产的咨询、设计、施工、运营管理等全方位解决方案，成为最具潜力和信任力的运营服务商。

We provide clients with real estate consultancy services such as design consulting, construction and operation management, making us a trustworthy and fast-growing operation service provider.

公寓设计
Apartment design

租赁改造
Asset enhancement

开发管理
Development management

委托管理
Entrusted management

物业管理
Property management

资产管理
Asset management

Management Team
核心管理团队

黄朝阳 先生
Chiu Yeung Wong

中骏集团董事长、方隅控股董事长
Chairman of China SCE Group、Chairman of Funlive Holdings

中骏集团创始人，现任中骏集团董事局主席兼首席执行官，负责制定集团的发展战略及投资工作。

黄朝阳先生曾任政协第十一届、十二届全国委员会委员，同时担任香港福建社团联会永远名誉会长、香港泉州同乡会永远名誉会长、香港厦门联谊会永远名誉会长、泉州师范学院副董事长、南安华侨中学董事长。

The founder of China SCE Group, currently the Chairman of the Board of Directors of China SCE Group and CEO of China SCE Group, responsible for formulating the Group's business development strategy as well as the work routines of commercial real estate management and financial investment management.

Former member of the 11th and 12th National Committee of the CPPCC, simultaneously serving as the honorary president of the Hong Kong Federation of Fujian Associations, the honorary president of the Hong Kong Association of Quanzhou Associations, the honorary president of the Hong Kong Xiamen Association, Vice Chairman of Fujian Quanzhou Normal University and Chairman of Fujian Nan'an Overseas Chinese High School.

陈 坚 先生
Keith Chan

方隅控股副董事长兼总裁
CEO and Vice Chairman of Funlive Holdings

现任方隅控股副董事长和执行总裁，全面负责方隅发展战略制定、运营及资本管理工作。

拥有超过 20 年环球投资银行经验，曾于瑞银、汇丰、摩根大通和麦格理工作，加入中骏前在麦格理服务 10 年，担任麦格理的高级董事总经理和大中华区与房地产部门的主管，负责相关的投行、企业融资和顾问，和直投业务。

美国威斯康辛大学麦迪逊分校工商管理学士和硕士学位。

CEO of Funlive Holdings, responsible for the development of strategy, operation and capital management.

With more than 20 years of experience in global investment banking, he has worked for UBS, HSBC, JPMorgan Chase and Macquarie. He served as Macquarie Capital's senior managing director and head for the Greater China region and the real estate division for 10 years, where he was responsible for relevant investment banking, corporate finance and advisory and direct investment operations.

Bachelor and Master of Business Administration, University of Wisconsin-Madison, USA

卢 韬 先生
Tao Lu

执行总裁 Executive President

负责投资拓展、开发、财务、法务、人力相关工作；曾任中骏集团南昌公司财务总监，中骏集团财务管理部经营部总经理等职务。

Responsible for investment development, construction development, finance, legal affairs, and human resources ; former finance director of the Nanchang Branch of SCE Group and Operation Department of financial operation SCE Group.

FUNLIVE
Product
方隅产品

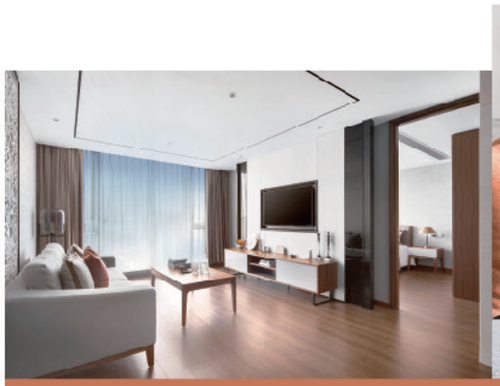
我们创造了一个介于租赁和酒店之间的新空间。
一种高端的体验，用以提升你的生活方式，
城市里一个真正属于自己的角落。
卓越的设计，以及服务让你的生活更加便捷。
有机会连接新的社区，跟你熟知和信任的邻居共处。
一个充满潜力的地方，不仅是居住之地，还是繁荣之所。

We have created a unique space between long term and hotel stay.

We bring you a premium living experience that leads you to a better quality of life, as well as a corner to call your own within the city with excellent design and warm services that helps you to live life at its best.

Furthermore, we create vibrant communities to make you have more opportunities to connect with neighbors for sharing new lifestyles.

Product Lines
方隅的产品线



方隅国际公寓
FUNLIVE Residence

轻奢国际公寓

由知名设计师打造，位于一线城市核心区位，为追求高品质生活、见多识广的客群提供温暖精致的居住空间，配套完善的多功能会所，并提供温暖的服务，轻松实现美好的生活，无需妥协。

Funlive light-luxury residence tier

FUNLIVE Residence apartments are designed by renowned designers. Located in commercial centers of first-tier cities of China, FUNLIVE Residence provides comfortable and exquisite living spaces for customers in pursuit of high-quality living standards. Apartments are equipped with elegant recreational spaces and a wide range of services, with no compromise on comfort.

方隅精品公寓
FUNLIVE Apartment

中高端精品公寓

公寓位于一二线城市及其他城市核心区位，为城市中积极进取、乐观向上的青年精英们，提供超越普通预期的中高端居住体验。富有设计感的房间，志同道合的邻居，多功能的配套空间以及服务，使他们可以最大限度的享受生活。

Funlive high-end boutique apartment tier

Providing superb and luxurious living experiences for ambitious and optimistic young urban professionals. With their stylish design and neighbors who share the same goals, the wide range of facilities and services give residents all the ingredients they need to live their lives to the full.

云涛公寓
YUNTAO Apartment

青年社区公寓

公寓位于一二线城市非核心区位，为租房的单身客群、家庭客群提供舒适实用的居住空间，专业的运营服务，有一定的共享配套和丰富的住客活动，使客户在城市中的租住生活放心无忧。

Coliving apartment

Located in non-commercial centers of first-tier and second-tier cities of China, YUNTAO Apartment provides comfortable and practical living space for singles and family groups. Apartments are equipped with elegant recreational spaces, a certain amount of shared facilities and a wide range of services which help the customers to live well without compromise.

FUNLIVE
Residence
方隅国际公寓

FUNLIVE Residence是方隅旗下轻奢型国际公寓产品。
由知名设计师匠心打造，位于一线城市繁华商业中心，为追求高品质生活、见多识广的客群提供温暖精致的居住空间，配套功能丰富的高端会所，并提供温暖有心的服务，轻松实现美好的生活，无需妥协。

FUNLIVE Residence is an affordable luxury class of apartment product of FUNLIVE.

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客群定位
Target Customers

周边CBD企业中高管、外籍及海归人士、
高收入自由创业者及企业外派的家庭客户。

Corporate executives, foreign nationals, overseas returnees, high-income entrepreneurs who work in the surrounding CBD, and overseas corporate employees who temporarily live abroad with their family.

上海中骏广场方隅国际公寓
FUNLIVE SCE PLAZA RESIDENCE, SHANGHAI

- 国际知名设计师匠心打造
- 位于虹桥商务区核心区域，超大体量高端长租公寓
- 打造融汇居住、商业、社交、娱乐、服务等
  多元一体的生活空间

- Authentic creation of internationally renowned designers
- Located in the heart of Hongqiao Business District
- Creating a living space that integrates multiple elements
  such as living, business, social, entertainment and service
  etc.

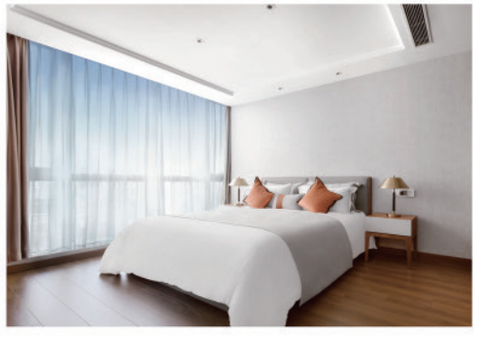
2019 年 4 月，
正式纳入虹桥商务区人才公寓体系

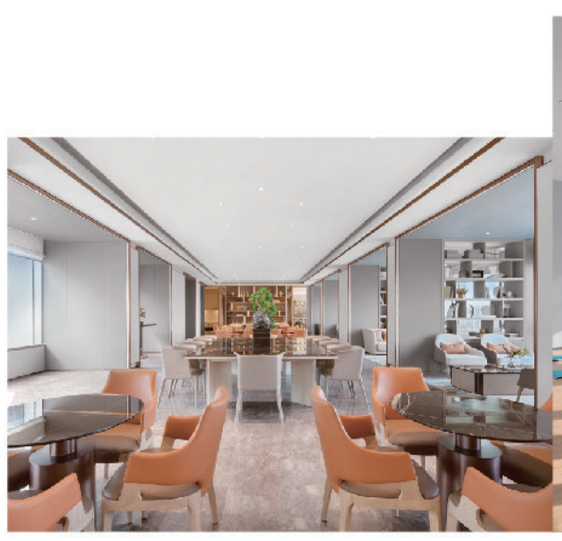
It has been incorporated into the talent
apartment system of Hongqiao Business
District in April 2019

上海中骏广场方隅国际公寓
FUNLIVE SCE PLAZA RESIDENCE, SHANGHAI

豪华单间 约 60m²
Deluxe studio

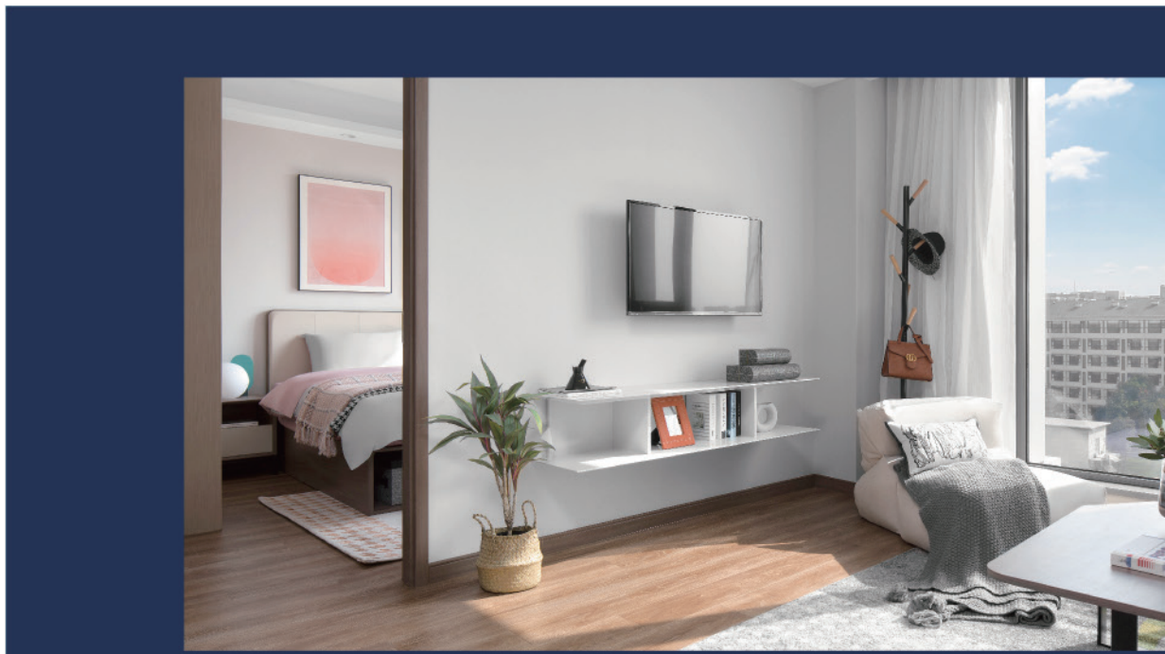
豪华一居室 约 87m² / 95m²
Deluxe one bedroom





豪华两居室 约 180m²
Deluxe two-bedroom

FUNLIVE
Apartment
方隅精品公寓



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客群定位
Target Customers

周边企业中高级白领、自由创业者、互联网、微商、新媒体等新兴行业有较高收入人群，夫妻、情侣及家庭客群。极富上进心，寻求与其生活相得益彰的生活方式。

Corporate executives and entrepreneurs who work in the neighborhood, high-income groups who work in rapidly-developing industries such as the Internet, e-commerce and new media, as well as couples and families. They are ambitious and looking for a lifestyle that matches their aspirations.

上海天悦方隅公寓
FUNLIVE SKY HORIZON APARTMENT, SHANGHAI

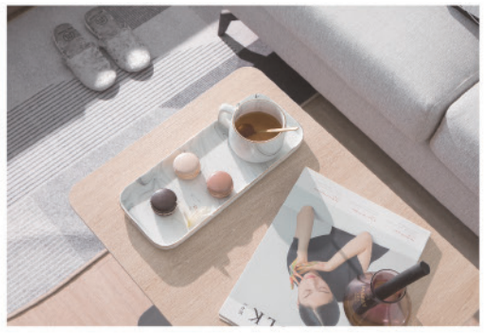
- 精装小复式，双层空间缤纷多样
- 多种复式户型，满足不同需求
- 现代简约设计，雅致时尚
- 紧临 11 号地铁线真如站 & 上海西站

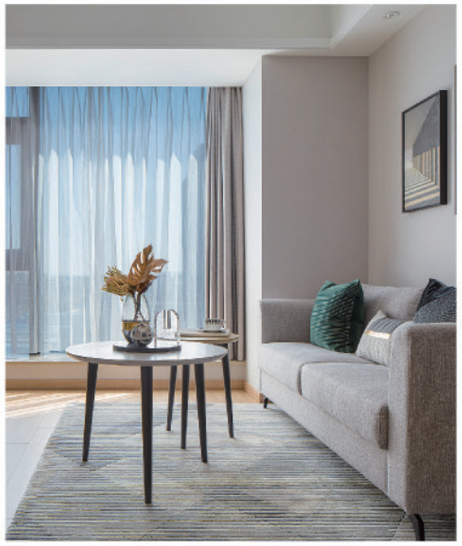
- Duplex apartments with refined decoration and spacious structure
- A variety of duplex configurations to meet different needs
- The minimalist design is modern, elegant, and fashionable
- Close to the Zhenru & West Shanghai Railway Stations on Metro Line 11

上海天璟方隅公寓
FUNLIVE THE PARAMOUNT APARTMENT,SHANGHAI

虹桥CBD核心 国展中心旁
- 地铁2号线、17号线双轨交直达市中心
- 比邻国家会展中心、知名国际学校
- 单间、一居室、两居室齐全，适合不同人群

Next to Hongqiao CBD International Exhibition Center
- Easy access to the city center by metro lines 2 and 17.
- Reputable international schools nearby.
- Various layouts including studios, one-bedroom and two-bedroom apartments, providing flexible choices for different customers.





精装品质
- 管藏机空调，全屋地暖、带烘干洗衣机
- 全景落地窗，尽享窗外美景
- 健身房、会议室、儿童娱乐区、休闲区

Exquisite interior design
- Air conditioning, under-floor heating, washer & dryer.
- Full height windows that allow you to enjoy the beautiful scenery outside.
- Gym, meeting room, children's play area and recreational space.

上海浦江方隅公寓
FUNLIVE PUJIANG APARTMENT, SHANGHAI

- 临近8号线芦恒路站
- 独立社区型景观公寓
- 独立地下车库，超大景观花园
- 管藏机空调、全屋地暖
- 健身房、会议室、休闲区、儿童娱乐区

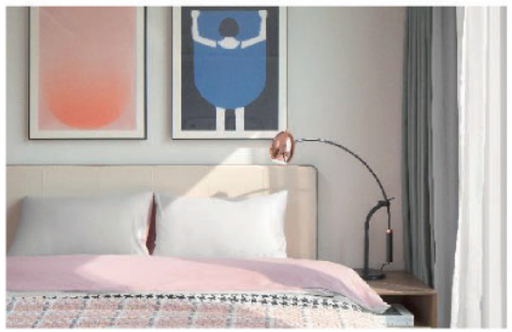
- Easy access to Luheng Road Station on metro line 8.
- Exclusive underground parking lot and large landscaped garden.
- Air conditioning, under-floor heating.
- Gym, meeting room, recreational space and children's play area.

杭州余杭方隅公寓

FUNLIVE YUHANG APARTMENT,HANGZHOU

- 毗邻阿里巴巴全球总部
- 地铁 5 号线永福路站
- 近千平超大会所，健身房、儿童游乐室、会议室、休闲吧
- 管藏机空调、全屋地暖
- 单间、一居室、两居室齐全，适合不同人群

- Adjacent to Alibaba global headquarters.
- Easy access to Yongfu Road station on metro line 5.
- Supersized club, gym, children's play area, meeting room and reading loungh.
- Air conditioning, under-floor heating.
- Studio, one-bedroom and two-bedroom apartments available. A wide range of choices for customers with varying needs.



YUNTAO
Apartment
云涛公寓

YUNTAO Apartment是方隅旗下青年社区公寓品牌。
公寓位于一二线城市非核心区位，为租房的单身客群、家庭客群提供舒适实用的居住空间，专业的运营服务，有一定的共享配套和丰富的住客活动，使客户在城市中的租住生活放心无忧。

YUNTAO Apartment is a coliving apartment brand owned by FUNLIVE.

Located in non-commercial centers of first- tier and second-tier cities of China, YUNTAO Apartment provides comfortable living space for singles and families. Apartments are equipped with recreational spaces, a certain amount of shared facilities and a wide range of services which help the customers to live well without compromise.

客群定位
Target Customers

刚入社会的年轻客群，或初创企业、小微企业，微商、网红等自由职业；有良好家庭背景，受过高等教育；视野高远，积极有上进心，重视社交，在有限的收入内追求品质最大化。

Young professionals beginning their careers in start-ups or small enterprises, e-commerce merchants and influencers. These are well-educated and most likely brought up in a well-off family. Ambitious and smart, they value social interaction and pursue an affordable yet comfortable living space.

FUNLIVE
Life
方隅生活

有归属感的地方
A place to belong

我们致力于为租客提供具有归属感的住所，
无论现在还是未来。

This is our proposition that summarises our offer to our residents, today and in the future.

Complete
Supporting Facilities
齐全的配套设施

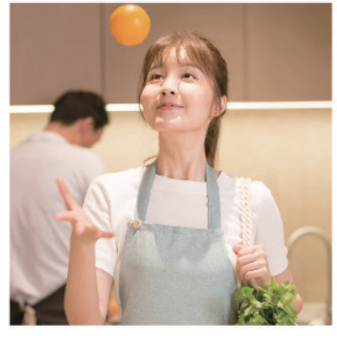
我们为租客提供
一系列配套设施和公共空间，
以便于他们能
更多体验公寓之外的精彩生活。

We offer residents a breadth of facilities and relaxing communal spaces, so they can experience more beyond their apartment.

Harmonious Community
浑然天成的社区

我们是一个浑然天成的社区。
从友好的管家，到楼下的邻居，
知道大楼里永远有人在，
会给你带来极大的舒适感。

We're a ready-made community.
From your friendly concierge to your downstairs neighbours, there's comfort in knowing there's always someone down the hall.



Smart Community
Convenient Life

智慧社区
生活更便捷

从人脸识别技术到无缝衔接的专属软件，
我们的一切设计都以租客为中心，
并提供更加优质、便捷的服务，
将租客从日常繁琐中解放出来，轻松享受每一天。

From facial recognition on entry to our integrated app, our amenities are designed to make living well simple. We take the hassle out of life, with seamless services that make everyday admin easier and better than expected.

FUNLIVE 方隅

官方 APP
Official APP

业务流程无人化 温馨服务个性化
Streamlined and automated processes
Customized services

线上预定 / 签约 / 续租退租
在线缴费 / 报修 / 查看账单
个性化社群活动推荐

Online reservation / signing / lease renewal
Online payment / repair appointment / billing
Recommendations for customized community events and activities

智能房间管家系统
Smart
housekeeper system

居住场景智能化
A Smart Way of Living

人脸识别
智能门锁

Face recognition
Smart door lock

APP一键操作 精准能耗管理 极大提高运营效能

One-touch operation（App）, precise energy management greatly improves operational efficiency

我们相信人们能够实现美好生活
无需妥协
We believe people should be
able to live well,
without compromise.

官方APP
Official APP

官方微信
Official WeChat Account

www.funlive.net.cn